

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. Individualized, crosslinked cellulosic fibers, comprising cellulosic fibers treated with only an aqueous glyoxal solution in an amount effective to provide crosslinked fibers having a wet bulk greater than about  $20 \text{ cm}^3/\text{g}$  at 0.6 kPa.
2. The fibers of Claim 1, wherein the wet bulk is greater than about  $22 \text{ cm}^3/\text{g}$  at 0.6 kPa.
3. The fibers of Claim 1, wherein the wet bulk is greater than about  $25 \text{ cm}^3/\text{g}$  at 0.6 kPa.
4. The fibers of Claim 1, wherein the fibers have a brightness greater than about 80 % ISO.
5. The fibers of Claim 1, wherein the amount of glyoxal is from about 4 to about 15 percent by weight based on the weight of fibers.
6. The fibers of Claim 1, wherein the amount of glyoxal is from about 6 to about 10 percent by weight based on the weight of fibers.
7. An absorbent product, comprising cellulosic fibers treated with only an aqueous glyoxal solution in an amount effective to provide crosslinked fibers having a wet bulk greater than about  $20 \text{ cm}^3/\text{g}$  at 0.6 kPa.
8. The product of Claim 7, wherein crosslinked fibers have a wet bulk is greater than about  $22 \text{ cm}^3/\text{g}$  at 0.6 kPa.
9. The product of Claim 7, wherein the crosslinked fibers have a wet bulk is greater than about  $25 \text{ cm}^3/\text{g}$  at 0.6 kPa.
10. The product of Claim 7 further comprising fluff pulp fibers.
11. The product of Claim 7 further comprising superabsorbent material.
12. The product of Claim 7, wherein the product is an infant diaper.

13. The product of Claim 7, wherein the product is an adult incontinence product.
14. The product of Claim 7, wherein the product is a feminine hygiene product.
15. The product of Claim 7, wherein the product is at least one of a tissue or towel.
16. A paperboard product, comprising cellulosic fibers treated with only an aqueous glyoxal solution in an amount effective to provide crosslinked fibers having a wet bulk greater than about  $20 \text{ cm}^3/\text{g}$  at 0.6 kPa.
17. The product of Claim 16, wherein crosslinked fibers have a wet bulk is greater than about  $22 \text{ cm}^3/\text{g}$  at 0.6 kPa.
18. The product of Claim 16, wherein the crosslinked fibers have a wet bulk is greater than about  $25 \text{ cm}^3/\text{g}$  at 0.6 kPa.
19. The product of Claim 16, wherein the product is an insulated paperboard.
20. The product of Claim 16, wherein the product is a packaging material.